



Community Public Forum
March 28, 2009, 9:00 am – 12:30 pm

A Public Forum was convened at the Museum of Latin American Art for the purpose of testing themes that have emerged since the cultural planning process was initiated in January with the first meeting of the 75-member Steering Committee. The 3 1/2 – hour Forum allowed participants to engage with the six Emerging Themes in multiple ways: 1) adding their comments on Post-it notes to an Emerging Themes Mural, 2) participating in up to four rounds of facilitated break-out sessions, each focused on one of the emerging themes, and 3) writing comments on note cards provided at all tables.

Section I begins with the notes posted on the Theme Wall, and in Section II are notes taken at each of the six facilitated Theme Stations.

SECTION I - Comments Posted on Theme Wall and on Note Cards

1. Improving COMMUNICATION and COLLABORATION within the cultural/ creative sector and between the cultural/creative sector and the larger community.

- The Arts Council needs to find a local person to lead a transition – a person who has the confidence of the City AND the public.
- Create a visual arts guild
- Art programs that incorporate kids/youth...such as murals done with kids' participation.
- Don't forget the neighborhood resources that are LB Libraries and Parks & Recreation.
- Linking all of the creative organizations, whether or not they are seeking the same funding.
- Organizations, small theatre musical groups out in the community. Include them in entertainment to get more visibility and consider them in funding and your pool of dollars. They are helping to launch new professionals to professional status.
- Great idea: link small non-profits, non-professional, semi-professional, etc. together to help each other and form strong groups to request and be included in entertaining in City and obtain funds from what's available.
- Establish a stronger cultural affairs department. Look at LA County Arts Commission model in terms of structure and staffing. Make sure artists are part of the staff.
- Create opportunity for conversation (formal and informal).
- Repair Library roof with vinyl membrane (as @ airports, etc.) and light from below for a "Central Glow" that fits with the theme "LB City of Lights". Light could be colored or changed by season or alternating like Bellagio Fountain (minus the water).
- Art and Culture Council
- Distribute information at grassroots level, i.e., nonprofits, faith-based for young adults, use social networking for information sharing, i.e., Twitter, Facebook
- Use social media! Facebook, Twitter, 562citylife.com
- Dance Guild
- Encourage people of all backgrounds to get together by having a multi-cultural event!
- Theater Guild
- Music Guild

- Who are the gatekeepers of services to arts groups in LB? Who decides what performing groups will be sponsored by the Arts Council? Is there a registry of arts groups in the City?
- City motto that supports the arts (example, Huntington Beach is known as “Surf City”. Long Beach as “Art Town” or something more catchy.
- Cultural festival encourages different cultures to come forward and teach the community what they are about.
- Creative advocacy in LB is so broad and unfocused, the “fine arts” get lost.
- We need to develop programs to get parents to get arts in the home from Day One.
- Create a board or council made up of youth and adults to foster better relations.
- Collaboration with nonprofits and PTA and school board to supplement arts need; and use on-line resources, too.
- Form guilds for dance, music, theater and visual arts (multi-cultural and bring to the youth community)
- Collaboration with other theatres for subscription; a larger theatre could include a production from a smaller theatre group in its season.
- Artists groups and organizations need to organize and come together; put self-serving agendas aside and work together to make this happen.
- Publicity – AAA Westways magazine, Huell Howser/KCET, and article/story on LB Arts?
- Publicize/market to youth groups, e.g. Girl Scouts.

2. Building on Long Beach’s DIVERSITY to strengthen cultural/creative PARTICIPATION throughout the City and in its neighborhoods.

- The “R” word (race); #1 diverse city but racism is wrought throughout...Educate!!!
- Utilize neighborhood artists – parents, uncles, aunts, etc., e.g. Olivera Street – Tortilla artists – paint/airbrushed beautiful art. Somehow get these graffiti artists to utilize their talents (and many are wonderful artists) on community projects – work to canvas, etc.
- Where is the focus on the Big Picture?
- Put art in public green spaces throughout the city.
- We should begin the conversation with what is ART?
- Use what you have to get what you need/want
- Have a Long Beach music and arts festival.
- Host the World Championships for break dancing and other competitions that multiple cultural groups can compete in (another participant added “Yes, Plz”)
- Build an art loft community like they did in Santa Ana.
- LBC Television is the most diverse group in the most diverse city in the nation...SAVE IT!
- I second the LBC TV issue!
- Long Beach Community Television has been the HUB; artist/producers are the SPOKES! SAVE LBCTV!!!
- Don’t shy away from the difficult topics: Racism/inequity/injustice. Make the arts relevant to the “hidden” in LB.
- Hermeneutical terminology – “Fine arts” vs. “Cultural Arts” is bad.
- Utilize CSULB for a massive annual celebration of cultural diversity (similar to Kaleidoscope).
- An outside art festival area (semi-permanent) for art shows on weekends, like Palm Springs (art-in-the-park).
- Allow live music in retail businesses; Provide tax incentives to artists, orgs and arts-related businesses (book stores, etc.); Incentivize property owners to use available space for arts.
- Collaborate with Redevelopment and City Planners to create space for DIALOGUE. How about a Zocalo?
- Promote public ‘awareness’ of young, up-coming artists in area, e.g., MoLAA’s young artists, LBUSD-Jewish Community Center Awards. These young students win awards and very little is seen in our local papers.
- “Fine Arts” is a dangerous word – it is non-inclusive

3. Emphasizing a range of CREATIVE LEARNING OPPORTUNITIES for residents of all ages to support a Citywide culture of creativity.

- Ask local artists, What specifically are you willing to contribute?
- Mentor programs; artists to volunteer.
- Incorporate a program for young artists. School to work mentored by local artists (Yes! Added by another person)
- Recognize non-professional and semi-professional groups in the City. They can provide some great shows and talent for low cost as an option for community. Larger groups get most of the recognition and funds.
- After-school programs.
- Get tech guru, Leo Laporte in every school. Link the generations.
- Create movable exhibit or something like Chicago Millennium Park and showcase all arts – tell a story.
- Create a “Living Library” of LB elders who can work in schools to teach students our shared history.
- Affordable art classes for children and adults at all parks and Rec. or community centers (\$5.00 classes and 1-day projects).
- Increase free family programming, especially in this economy.
- This is the 10-year anniversary of B.E.S.T Arts, arts for pre-school educators.
- More participatory arts in High School...visual, dance, art history, etc.
- Importance of art educated community. If they don't know you can sustain a living, they won't support it. *Arts support all curriculums (math, science, English requirements)
- Education about art and culture may be considered to be obligatory to most of City leaders. How about one class of art in LBCC per 3 years?
- School to work programs supported by City/mentors
- K-8 lacking in art. LBUSD needs to be a supporter of the arts. “Gentle learning” school. Need leadership in this arena. ARTS SUPPORT ALL CURRICULUM
- As an accredited class – school to work for Fine Arts students. You can “sustain” a living working in the arts. Understand that art is a broader concept.
- Virginia (sp?) After School project; Homeland
- State standards at high school level are in place; most high school teachers have a unit on art-related jobs (perhaps needs to be taught more in middle schools). Focus on arts in middle/elementary grades so we don't lose them by high school.
- Support teachers – there is need for local artists to demonstrate and to speak in the public schools – HS has that written in as part of the curriculum along with F.A (writing/reading) as mandated curriculum.
- What better time then NOW to educate the populous on buying locally instead of foreign products – arts/art utilization – art is collective (furniture, architecture, landscape artists, utilitarian product designs, fine artists, a place to heal, to express, to create.
- We must try to find a very balanced approach to exposing young people to the arts. Far too often funding sources develop programs which are designed to benefit very young children, while neglecting teenagers and young adults. The very same teenagers and young adults who are posed to actually innovate within their medium are often left flailing at this critical time.
- Support/show college and high school artists' work in local businesses; not just one, but all or many.
- Need school-to-work programs; there IS life after art school.
- Where are the young people? If we want to make the arts relevant we must have people experience the JOY that comes of seeing their own identity reflected in new ways.

4. Fostering a sustainable ecology of CREATIVE INDIVIDUALS and collaborative, innovative CULTURAL ORGANIZATIONS of all sizes, ages, disciplines, and locations.

- Professionals and professional and university mentor small musical theatre groups.
- Don't forget the seniors or "finely aged citizens."
- Find a space for students working in art programs to sell, display, man and educate – learn what it is to sell, educate new interest, and utilize local artists as mentors.
- Please continue to provide individual artist fellowships.
- More venues available to small musical theatre groups.
- Google Society of Long Beach Artists
- High school students making art with shut-in seniors.
- Create and support more ideas about awareness of the local arts programs
- The performers of Prime Time Players are all senior adults! Come see and support our shows.
- Use Bluff Park summer art shows to feature only LB artists.
- Focus LB as a place where artists are welcome AND can make a living at their work (what a concept!)
- Get familiar with City resources and make use of them for your organizations' benefit
- Open studio space for artists in empty buildings.
- Redefine "fine arts/arts"...they are the "voice of a culture". Architecture, photography, design of merchandise/products, etc. Create or support a way of "thinking" – cross-curricular "arts" support all curricula.
- What are "free" spaces for artists to work out of? (Schools, parks & rec, community centers); make them accessible.
- Pride in Long Beach should be central (instill/enhance/incorporate). If you don't have buy-in, you sink.
- The more public awareness and the "Why" we as a civilization need to nurture/grow the Arts/Humanities are the VOICE of a culture – Are we to be only concrete and fences?
- Integrate Art Department of CSULB more into the community.
- Build support structure for individual artists.
- Build economic support structure for the development and maintenance of galleries within the City.
- Create an accredited program that offers business, marketing, "arts as a business"

5. Encouraging more effective use of CULTURAL ASSETS, including venues, districts, organizations and programs, in support of ECONOMIC DEVELOPMENT.

- Give more advertising and visibility to small musical theater groups; use us at City functions to entertain.
- Artists (local) wish list on-line.
- Marketing of the arts can't be entirely based on funding from arts/cultural groups or the "small guys" are left out.
- Website on City of Long Beach for focus on the arts.
- Program the LB Performing Arts Center a la Cerritos Performing Arts Center...great for tourism, local community and economic development.
- Move the whole paradigm out of downtown – North LB, West LB, Central LB!
- Hitchhike on Long Beach Reads a Book; link arts to that (i.e., art contest in schools for poster about book, poems, music, etc.).
- Engage Snoop Dog in portraying a more positive image of LB. LB is known throughout the world as a ghetto because of Snoop Dog messages, so engage him in solutions.
- Promote local public transportation to help people get to/from/between arts organizations and venues.
- Strengthen the unique identity of each neighborhood through artistic entry to the neighborhood, features and murals.

- Decrease the painfully dense process new or moving businesses are required to go through. The City planners create barrier after barrier turning away young (or not so young) entrepreneurs from adding to the growth of the City.
- Performing arts center on the East side for performers to perform their craft before they go to professional theatre.
- Huge festival (art, food, dance, music) a la "Tucson Greet Yourself."
- I work in the film and television industry in LA. I would like to see greater incentives for businesses of this industry to grow in Long Beach. As a set designer and art director, prop houses, turnkey set shops, costume shops, etc. are all necessary businesses to keep things running. These services employ artists in their work: painters, sculptors, seamstress, designers, draftsmen, welders, etc. If we continue to ask for this industry to work here we should support it with businesses to help.
- Provide incentive programs to encourage small businesses/culturally diverse businesses to relocate and stay in Long Beach.
- Encourage movie industry to film here – give LB a positive image.
- Map of Long Beach galleries, arts organizations, etc. and post on website.

6. Strengthening inclusive CULTURAL LEADERSHIP to identify, advocate for, and obtain necessary financial and human RESOURCES.

- Make sure to consider only LB residents for any leadership and employment position
- Be about art/culture for the artist and people with the passion. Be real, not just talk and have follow-up groups.
- A group comprised of family members that holds educational/institutions accountable for the students they educate.
- Use the arts to advocate and lift diverse voices; address issues impacting people: poverty, violence, racism.
- Leaders (political, social, business) need an effort aimed at them to educate on the benefits of the arts
- Have town hall meetings to empower neighborhoods to deal with local issues.
- Go after what are currently being spent on commercial entertainment.
- How do we get public art support? What restrictions does the City mandate (ordinances); How can we get around them/use them?
- Liaison
- City Redevelopment needs to establish an arts fund to support cultural assets of Long Beach
- Hire a PR person to collaborate/formulate all venues available in the arts (most artists are not skilled here).
- NEED full support team. The City of LB – I think our leadership has to fully embrace this idea.
- All ideas generated are fantastic – all echoing our passions – it is the HOW, WHY, WHO to STEER – all want change, but few want leadership.

SECTION II – Notes Taken at Each Emerging Theme Station

The comments in each Theme section are presented below in the order in which they were recorded during the break-out sessions so that there could be some building upon ideas in the four rotations of participants through each section. Facilitators began (at least the first session) with the general questions, “What resonates?” and “What’s missing?”

1. Improving COMMUNICATION and COLLABORATION within the cultural/ creative sector and between the cultural/creative sector and the larger community.

What’s Missing?

- Marketing existing arts....
 - There’s a danger in separating cultural diversity and “fine arts”
 - Language is important
 - Culture needs to be all-encompassing
 - Need to reach all groups across all ethnicities
 - Embrace all elements that create larger culture
 - Promote ALL venues and organizations and artists
 - Clean up Bixby Park
 - Promote the meaning of “culture” – need to define it for LB
 - Need cooperation from all media sources for communicating
 - Collaborate more with LA County Arts Commission to promote and educate
 - Arts Council needs to return to being the overall organization for artists and arts organizations in LB
 - Need community TV
 - Should create Guilds
- Awareness campaign...
 - Arts Council/Economic Development open forum to get and share information
 - Should be two communication/promotional threads 1) for Long Beach residents 2) areas beyond LB
 - Use technology/on-line registry for artists and organizations
 - Conduct marketing forums
 - Resource list at the Arts Council
 - Collaboration between CSULB, Museums and performers
 - Accessibility and participation is hampered by parking problems
 - Collaborations with churches and temples for marketing
 - Bring City together with one event, e.g. Art Night in Pasadena
- Engage new audiences...
 - Need to reach those who have never participated
 - Use multiple ways to reach people
 - Need more communications in the papers for arts announcements
 - Use existing groups to market
 - To engage new audiences, need to understand the ways in which they want to participate and then use communication avenues they typically use.
 - Need to get beyond just getting people to festivals; deeper concepts
 - Use artists for creative ideas/expression
 - Libraries are a great resource
 - Churches and schools
 - Parks and recreation
 - Need a PSA campaign
 - Radio is still popular
 - Coffee Houses

- Need to reach ALL generations
- Partnerships and collaborations...
 - More collaborations between visual arts and music
 - Laws in Long Beach are too prohibitive to support music in venues, etc.
 - Galleries and bookstores could collaborate more
 - Need to focus marketing on raising the perception of Long Beach for high-quality arts
 - Create a buzz by bringing in big name artists and followers
 - Need communication, etc. beyond Long Beach into surrounding areas
 - Reach out to neighborhoods in LB and from neighborhoods into greater LB
 - Public arts – participation and education

2. Building on Long Beach's DIVERSITY to strengthen cultural/creative PARTICIPATION throughout the City and in its neighborhoods.

Facilitator's Comments:

- The participants were asked: what "diversity" means to them?
- Participants were also asked what they thought about the underlying assumption that diversity and participation is inter-related
- There is a difference in active vs. passive participation in the arts: in other words, art making vs. simply being an audience.

What's missing?

- LB is incredibly diverse; ethnically as opposed to culture; age diversity, economic diversity/financial; religious diversity; gender, marital status, sexual orientation; mental/physically challenged. Specifically languages, a big facet.
- Two big LB events are the Grand Prix and Gay Pride
- Location of organizations and program implementation does matter (arts district/centralization may not be a good idea)
- Strong neighborhood oriented identity is both an asset as well as liability – we have often been a city divided by neighborhoods, very difficult to get in and out of these sub-communities.
- Cross-cultural is the missing priority (needs to be a bullet point);
 - Coming together better is the first step, always
 - More outreach needed
 - Shared participation bring possibility of growth
 - Get past "race" – or embrace differences
 - How, for instance, do we reach homeless, drug addicted or marginalized groups? Use the arts to enhance social services
 - Arts as healing process/need diversity to heal people, arts should be used to empower the community
 - Bring people together/embracing differences
- Arts Council needs to be a multi-cultural council
- Adding multi-media and interactivity to diversity
- Preparing artists and educating people (non-artists)
- Celebrating diversity in festivals (grassroots):
 - Contributes to peace/harmony
 - Community psyche-garden
 - Diversification of feelings, ideas and thoughts
 - Networking ready-resources
 - Take this to other neighborhoods – too centralized
 - Keep it fun, not so serious!
- Racial diversity in planners, who are all homogeneous. Planning style is cultural particular; need common ground. CSULB and MoLAA aren't viewed as not common ground

- Hermeneutics (study of language) – going behind “fine arts”
- Where is this all going? Who’s this going to?
- Designing programs for age-diverse expression?
- Get outside our comfort zones is important (Smithsonian Week, Jazz History was great. Fear has to be gotten over. Risk-taking/why is it important?)
- We need guilds that can support the artists
- Education/education level – add to diversity definition (above)
- Kids need exposure
- Without diversity in decision-making all this is moot—need more artist in the Arts Council
- Bringing disciplines together is good, productive – more awareness, how it affects the community, educate, acceptance, involvement, not just survive, but thrive, creating opportunity
- Art teaches conceptual thinking, etc.
- City of LB needs first to be a City unified; neighborhoods second
- “Iowa by the Sea” vs. “Most Diverse in the Nation”
- LB is diverse and poor – a problem
- Time magazine reference—Long Beach being one of the diverse yet poorest cities in the country
- New York seems to do well with this – not homogeneous, but unified still
- We need a model for change in diversity
- We need an Arts Park to offer educational programs to get greater participation in the arts.

3. Emphasizing a range of CREATIVE LEARNING OPPORTUNITIES for residents of all ages to support a Citywide culture of creativity.

What’s Missing/What Resonates?

- Help from other organizations
- Empowerment
- Healing
- Community art centers (more than just art); in each community, to empower our youth, develop leadership skills, promote change from bottom up
- Closer relationships between Universities and community centers
- Summer programming
- Mentoring
- Awareness of ALL that is “arts and culture” (like the expanded definition of culture)
- Funding sources for programs
- Larger institutions must help the smaller institutions
- Focus on collaboration not competition
- Teach using current ideas/people with reverence to history
- Education should tie everything together = art, history, culture, math, etc.
- Business and marketing skills for artists
- Prioritizing the arts
- “Gentle learning”/planting seeds through the arts
- Start at grassroots level with the Arts Council as the catalyst
- Citywide collaborations bringing all organizations in
- Put arts back into the schools; get artists into the classrooms
- Start exposure to arts and culture at an early age
- Equitable educational opportunities needed
- Use online and interactive resources
- Start working with children before starting school (3-4 years old)
- Get parents involved – advocacy, support, encouragement
- Use school loop to inform/educate students about arts and culture; and use social media, too
- Indigenous community – outreach, engagement, bring all groups together

- Need a catalyst/hub about what's here, what's going on
- Untapped resource – senior citizens; tap into for mentoring
- More diverse programming
- Create exposure for kids to all arts and culture
- Need affordable life-long learning opportunities
- A focus on standards only limits arts and culture
- Encouraging 'credit' for student participation/attendance in arts and culture experiences
- Teacher training on integrating the arts into education
- Need resources – means for systemic change and partnership/collaboration

4. Fostering a sustainable ecology of CREATIVE INDIVIDUALS and collaborative, innovative CULTURAL ORGANIZATIONS of all sizes, ages, disciplines, and locations.

Facilitator's Comments:

- Turn crisis into opportunity (rethinking current re-uses; use of vacant spaces; helping to overcome barriers)
- Hub that is Centralized (at City level) Decentralized (at District level) -- barriers, competition, power differences
- Support for artists – individual artists fellowships; help with business and marketing skills
- Economic and cultural case for the Arts – role of the Arts Council
- Critical Tasks – asset mapping (place and virtual)
- Who decides? Are they representative?

What's Missing?

- School to work program
- Individual Artist fellowships; how do we support artists without putting another condition on it?
- Recognize art for its own sake
- Provide marketing/consulting for struggling artists
- Long Beach galleries need to show LB artists.
- Need a "HUB" (consider on LB City website)
 - As a PLACE? (galleries, parks, museums)
 - As VIRTUAL?
 - As FACEBOOK?
 - Multiple Hubs bringing it to where people already live
 - Broaden definition of Arts Spaces
 - Invite curiosity
 - Must be bigger than the individual artists
 - Must have the broader goals in mind
 - One central identity
 - Who is interpreting this data?
 - Power must be considered; Euro-centric arts focus?
 - De-centralize now? Later?
- Who, or what, is the PORTAL? City? Arts Council? LB Culture? Art Peace?
- Who's NOT at the table? Redevelopment Agency; must get their members directly involved. Connect Arts with fighting Blight. Economic downturn is best time to plan.
- Is a physical building enough? Need the political WILL to make it happen?
- Community comes first and then the Building. The Building energizes the community. Specify 1-3 projects that leverage existing communities
- Need to revisit the model of the WPA
- Consider Culver City model – what's happening on Washington Blvd.
- Artists can be supported by the tide of conventioners in town
- Treat your art as a business

- Attract established artists to come here; tax incentives for artists, musicians, galleries, bookstores, etc.
- Get companies, in lieu of fees to give to the Arts Community
- Bring the services that artist want here
- Make it easy for artists to establish businesses here
- Is there an artists' registry?
- Broaden what we think of as an artistic asset; Difficult though because the Arts Council can't be everything to everybody
- Long Beach is a place to live for many artists, but not to show
- Galleries are being left out of the equation; not a lot of strong galleries; no vibrancy; very little support for showing local artists; need to concentrate them into one area
- Spaces are limited:
 - Process and rules
 - Limitations and liability
 - Need more vacant spaces across Long Beach; much of LB is ignored; although many vacant spaces don't want traffic inside
 - Redefine SPACE
 - Much space could be taken for free, but we must make the business case for them
 - Rethink churches as community cultural centers (for example, Immanuel)
 - Rethink re-use spaces that have a non-existent paradigm
- Target arts in "poverty pockets"
- Art District Coordinators – geographically distributed throughout the City; they could help to flip those vacant spaces
- Arts Council needs to be a way to get us organized, not be viewed as a competitor
- Barriers, such as competitive grant-seeking as opposed to collaborative

Assets Mapping:

- | | | |
|------------------------|-------------------------|------------------------|
| • Side-street projects | • Community Cable TV | • 562 City Life.com |
| • Arts Council | • Phantom Gallery | • Gallery Owners |
| • Artists | • Vacant Spaces | • CSULB |
| • Bixby | • Rec Park | • Pawangha (sp?) Tribe |
| • CVB | • Houghton Park-Village | • Expo Building |
| • Art Exchange | • Houssels Forum (sp?) | • Churches |
| • Hospitals | • Libraries | |

5. Encouraging more effective use of CULTURAL ASSETS, including venues, districts, organizations and programs, in support of ECONOMIC DEVELOPMENT.

Facilitator's Comments:

- Diversity of people is both an asset and a challenge; indigenous peoples are underrepresented
- Need dissemination of information; hardcopy, internet, kiosks.
- Hub needed with City and Arts Council
- Artists need support; checklists, professional development, etc.
- Wealth of venues, festivals, higher education, etc.

What's Missing?

- City council should support the arts more than they do
- City council needs to connect more with Arts Council or arts in general
- Indigenous peoples are underrepresented and a great resource. Island of Blue Dolphin – book is basis of local culture, mandatory reading in 3rd grade here; could be basis of a festival.

- Highlight existing strengths
- We need to propose ideas/models to City council
- Need to be more strategic about our public art vs more haphazard
- Assess what we have and group them into one of 3 categories: visual, performing and nature/historical. Convene these groups to see how they could cross-pollinate; what needs they have in common, what individual needs they have, etc.
- Since LB is the most diverse city in U.S., this could be our unique “tag” to appeal to people in other cities
- On Alamitos Ave, or others, could have an avenue highlighting ALL the difference neighborhoods – Hispanic, Asian, indigenous, etc. “Avenue of the Americas”; Designate one boulevard in city to show the arts
- Transform unused spaces
- Bixby band shell is underutilized in Rec park
- Performing arts center may also be an underutilized venue
- Maybe map or calendar or website showing availability of spaces for events; not what’s going on but what space is available.
- LB has fabulous assets but problems with getting people to know about what’s in LB, not enough marketing money. If there is a website, how do people learn about it?
- We lack unified marketing. Communication tools include the Art Council, LBPost.com, LBCulture.org, Limelight, etc.
- If encouraging tourism is a major goal, we need to know how to attract other people here, for example, the Pan African Center on Atlantic Ave has been here 25 years.
- Artists need most of their time for creating art, not doing their own PR
- Arts Council needs funding for cultural advocacy; they once did this.
- We need to support artists (not necessarily with funding) but with marketing
- In LB it’s currently illegal for stores other than restaurants or bar to permit live music; this should be changed. City of San Diego has a great model; live music is allowed, but there are rules
- Austin, TX is also an example of use of live music in public places; it’s more organic
- Seattle, WA also has lots of live music, but noise can be a problem to neighbors living close by
- What are qualifications for having live music in various venues?
- Tax incentive to businesses perhaps? City shouldn’t put up so many obstacles
- Cultural assets also include service organizations and business organizations that support the arts
- Make the theatre complex more available/less intimidating; could be a hub of arts, drawing people downtown
- Much talk/ideas/suggestions but too little change and no action; very frustrating
- Seems to be a gap in communication. We learn of things too late; need to get information out to public
- Used to be a List of Events every month and it was a “hard copy” that people could pick up. Websites and newspapers are good, too but ONE DISTRIBUTED calendar of events would be best.
- Need to mix up people from different neighborhoods; city is segmented (Bixby Knolls, Belmont Shore, Downtown, etc.)
- Arts Day LA is a good program. We could strengthen collaboration with the LA Arts Commission
- CSULB arts program is an asset; could be used to bring in people from other cities. For example, writers from CSULB could be used more; they weren’t involved in recent visions and Voices. Why not?
- LB City College also a great resource with great faculty
- School art departments themselves are not unified
- Another example is the Aquarium; works with LA County Convention & Visitors...other local groups could as well
- Book Festival in LA is very successful. Perhaps LB could do offshoot of this at the same time
- PCA used to be the hub; in late 80s it was core of registry, artist tours, etc.
- We need big picture thinking and we need one person at the helm

- The music scene in LB could be promoted more. Local, day-to-day events could be promoted more. But some venues are very small.
- Passport buses should go further, to more places, could include 4th Street for example, and Bixby Knolls, along Atlantic Ave., etc. Advertising of transportation is also needed.
- Art students have problems with transportation when assigned to visit various events at city venues
- Cultural arts leaders need to be taught how to use technology of today's communication tools. Facebook is easy to use, for example.
- Permits are needed for live music; these could be modified for entertainment and arts purposes. Entertainment permits may be too expensive for businesses
- City should have liaison who is a champion of the arts, on City Council
- Public art needs a mural program; this could be encouraged more, especially with LB students. Current mural program is Neighborhood Services in LB Parks & Rec.
- Phantom Art Galleries is a good idea too but security costs prohibit opening some of the galleries; be sure local artists are used.
- Every public building should have public art, such as hospitals, hotels, malls, etc. and local artists should be used.
- We need good place to see local music performed, for example The Vault is for sale now in downtown
- Let's use already successful artists, like Snoop Dog to do performance; use local celebrity to promote, etc.
- LB has influx of people for conferences/conventions, etc, so perhaps LB Convention Ctr could be better utilized
- Hub needed for figuring out city's assets and how they can be used. The Arts Council could be the liaison to do this; they could work with the artists and the city.
- Having a ticket office downtown is needed; could be like the Bike Station for one-stop shopping; all events listed there centrally. Maybe multiple locations throughout LB could be available to give information
- Need unified marketing and public relations; at Arts Council/City level
- Need stronger link with the visitors' bureau; and LBCVB needs stronger link with LA visitors bureau
- School arts programs aren't unified within the school system; need to be!
- Too much bureaucracy – we need to make it easy for small organizations and artists; eliminate or avoid paperwork. Special Events forms are daunting to complete. Fire Dept, for example, offers a check list of what's needed and that facilitates the process a lot. The Arts Council could have checklists of steps to do for certain things, like an artist applying for a grant, etc.
- Need tax incentives to encourage organizations to support the arts
- There's no confidence that any of this will be done; we've had these conversations before!
- Strengthen relationship with LA County Arts Commission
- Recognize and build on CSULB and LBCC arts programs; they should be a regional presence like UCLA
- Establish guilds to connect artists, benefactors, services, etc.
- Need to study how other cities have reinvented themselves
- Need to bring it to a grassroots level; historically, it all begins with art guilds.
- Cities may need to reinvent themselves, like LA and Chicago have done. There was a public service program called Emerging Edens that was excellent
- We have talent in LB but we need more money and support to make it work
- Ethnic groups have different languages, so translations are important
- LB Community Television was a great resource for promoting events, having speakers, many different programs, but they ended in Dec '08. Need to bring them back!
- Don't ask artists to do things for free; they need more than exposure!

6. Strengthening inclusive CULTURAL LEADERSHIP to identify, advocate for, and obtain necessary financial and human RESOURCES.

What's Missing?

- Safe environment – surrounding areas as well as event itself
- How do I know if the financial and human resources are available to put on the event? This is where leadership role can be enhanced/strengthened – how can I learn about the grants that are available? Centralize grant information and access.
- More focused leadership through the City
- Work more closely with CSULB
- Arts community needs to feel that the Arts Council is a liaison to the Artists rather than its own creative entity
- How do we get information to high school students? Marketing (general, overall as well); Arts Contest Congress
- Give money directly to arts community; use a Volunteer Board to write checks and save overhead costs
- Connect art “happenings, events, opportunities” to artists of all ages, locations in LB, etc.
- Need centralized leadership
- Start education process with community leaders and business leaders
- Need a unifying message
- Increased organization could increase opportunities
- Must be a central voice about the arts community (check out the LA Arts Commission)
- Change zoning rules so retail businesses can have live music
- Change rules and regulations for special events
- Events publicized outside of Long Beach
- Need to equally promote arts and tourism
- A lot of “art” going on in LBC, that no one knows about
- Website – create a “hub” for the arts
- Who IS the cultural leadership? Need to be identified
- Native American community is under-represented
- Need map of cultural arts of LB
- Cohesive effort between groups is needed
- Focus some attention on music
- Great programming at Convention Center and Performing Arts Center
- Literary Events
- Partnerships and collaborations with cultural community
- Cross-cultural Council
- Renegotiation of cultural communities
- Countywide internships, workshops for artists
- Get in touch with different neighborhood groups
- Who ARE the leaders?
- How is Arts Council different from Economic Development?
- Increase private sector support; connection to fund arts; provide space, collaborate to display art
- Need a registry for artists
- How do we assure that we are “at the table”?
- Volunteer arts committee
- Marriage of politics and social cause
- Unionizing (or organizing) artists – benefits available
- Harvey Milk model for influencing
- There's a lack of awareness
- Who do arts businesses turn to for guidance, direction, etc?
- Cultural events, programs in the schools; introduced at elementary level

- More open to avenues to expose individuals who are typically left out of the mainstream art community; digital as well as main stream; news and exposure
- Arts and Culture on the City Council
- Bixby Park from “toilet” to “Bonsdall”
- Maybe a multitude of leaders
- Community involvement is going to make this happen; community leaders
- PBS Series – how cities transform themselves
- PCA is missing in LB; leadership WAS there
- Community TV is missing
- Educate others about importance of the arts
- Commercial entertainment; how can we connect to arts?